

Rep Order# 6837967 Ver# 3 Status Revised
EC'd Yes

Traffic Order# 195660

Printed: 08/01/2012 8:06 AM
Last Received: 08/01/2012 7:55 AM
Showing Buylines: All Lines

1 of 2

Station KASA-TV ALBUQUERQUE, NM.
Advertiser () DSCC IE
Product DSCC IE
Estimate# 1540
Buyer Dan Nagelberg
Phone#
Fax#

Agency () GREAT AMERICAN MEDIA
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 49/53/1540
Flight Dates 09/25/2012 - 10/01/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

SC=*

Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
1		THE PEOPLE'S COURT	09/25-10/01	1	\$450.00	:30	9	TU-F,M	1P-2P	9	\$50.00
3		PEOPLE'S COURT	09/25-10/01	1	\$750.00	:30	10	TU-F,M	3P-4P	10	\$75.00
5		AMERICA'S FUNNIEST HM VIDEO	09/25-10/01	1	\$675.00	:30	9	TU-F,M	4P-5P	9	\$75.00
7		WENDY WILLIAMS SHOW	09/25-10/01	1	\$120.00	:30	6	TU-F,M	7A-8A	6	\$20.00
8		SIMPSONS	09/25-10/01	1	\$875.00	:30	5	TU-F,M	10P-1030P	5	\$175.00
9		NEWS 13 ON FOX 2	09/25-10/01	1	\$2,500.00	:30	5	TU-F,M	9P-930P	5	\$500.00
11		NEWS 13 ON FOX 2	09/25-10/01	1	\$2,000.00	:30	5	TU-F,M	930P-10P	5	\$400.00
13		NEWS 13 ON FOX 2-SA	09/29-09/29	1	\$350.00	:30	1	SA	9P-930P	1	\$350.00
15		NEWS 13 ON FOX 2-SA	09/29-09/29	1	\$350.00	:30	1	SA	930P-10P	1	\$350.00
17		NEWS 13 ON FOX 2-SU	09/30-09/30	1	\$500.00	:30	1	SU	9P-930P	1	\$500.00
19		NEWS 13 ON FOX 2-SU	09/30-09/30	1	\$350.00	:30	1	SU	930P-10P	1	\$350.00
21		HOUSE	09/29-09/29	1	\$150.00	:30	1	SA	6P-7P	1	\$150.00
24		RAISING HOPE/BEN AND KATE	09/25-09/25	1	\$1,300.00	:30	1	TU	7P-8P	1	\$1,300.00
27		COPS	09/29-09/29	1	\$400.00	:30	1	SA	7P-8P	1	\$400.00

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Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
28		COPS	09/29-09/29	1	\$500.00	:30	1	SA	7P-8P	1	\$500.00
29		MLB: WEEKEND	09/29-09/29	1	\$400.00	:30	2	SA	5P-8P	2	\$200.00

---REPORT TOTALS---

Report Totals: 59 / \$11,670.00

---SALES MONTHLY TOTALS---

Sep 12: 49 / \$10,175.00 Oct 12: 10 / \$1,495.00

Sales Totals: 59 / \$11,670.00

Station Totals: 59 / \$11,670.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$83,357	CABL 0%	KASA 14%	KASY 0%	KLUZ 0%	KOAT 40%
		KOB 20%	KRQE 26%	KWBQ 0%		

---COMPETITIVE COMMENTS---

EST SHARES

Books NOV12

Demos RA35+

---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---

CASH IN ADVANCE

Spot Manager: All, 09/25/12-10/01/12

Order	Alt Order #	Estimate #	Date	Length	Priority	Air Time	Product	Ad-ID	Rate
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Station: KASA

Advertiser: POL/DSCC IE

Agency: Great American Media

Line: 1

Time Period: 1p-2p

195660	06837967	1540	09/27/12	:30	P4	1:30:19 PM DSCC IE			\$50.00
195660	06837967	1540	09/28/12	:30	P4	1:50:50 PM DSCC IE			\$50.00
195660	06837967	1540	09/25/12	:30	P4	1:31:19 PM DSCC IE			\$50.00
195660	06837967	1540	09/25/12	:30	P4	1:50:50 PM DSCC IE			\$50.00
195660	06837967	1540	09/26/12	:30	P4	1:29:49 PM DSCC IE			\$50.00
195660	06837967	1540	09/26/12	:30	P4	1:10:18 PM DSCC IE			\$50.00
195660	06837967	1540	09/28/12	:30	P4	1:10:03 PM DSCC IE			\$50.00
195660	06837967	1540	10/01/12	:30	P4	1:29:19 PM DSCC IE			\$50.00
195660	06837967	1540	10/01/12	:30	P4	1:08:33 PM DSCC IE			\$50.00

\$450.00
\$450.00

Line: 2

Time Period: 3p-4p

195660	06837967	1540	09/26/12	:30	P4	3:48:20 PM DSCC IE			\$75.00
195660	06837967	1540	09/27/12	:30	P4	3:38:31 PM DSCC IE			\$75.00
195660	06837967	1540	09/27/12	:30	P4	3:09:14 PM DSCC IE			\$75.00
195660	06837967	1540	09/28/12	:30	P4	3:38:16 PM DSCC IE			\$75.00
195660	06837967	1540	09/28/12	:30	P4	3:09:44 PM DSCC IE			\$75.00
195660	06837967	1540	10/01/12	:30	P4	3:48:30 PM DSCC IE			\$75.00
195660	06837967	1540	09/25/12	:30	P4	3:49:20 PM DSCC IE			\$75.00
195660	06837967	1540	09/25/12	:30	P4	3:09:44 PM DSCC IE			\$75.00
195660	06837967	1540	10/01/12	:30	P4	3:19:53 PM DSCC IE			\$75.00
195660	06837967	1540	09/26/12	:30	P4	3:29:12 PM DSCC IE			\$75.00

\$750.00
\$750.00

Line: 3

Time Period: 4p-5p

195660	06837967	1540	09/28/12	:30	P4	4:14:41 PM DSCC IE			\$75.00
195660	06837967	1540	09/26/12	:30	P4	4:14:56 PM DSCC IE			\$75.00
195660	06837967	1540	10/01/12	:30	P4	4:29:22 PM DSCC IE			\$75.00
195660	06837967	1540	09/28/12	:30	P4	4:46:18 PM DSCC IE			\$75.00
195660	06837967	1540	10/01/12	:30	P4	4:13:11 PM DSCC IE			\$75.00
195660	06837967	1540	09/25/12	:30	P4	4:30:07 PM DSCC IE			\$75.00
195660	06837967	1540	09/25/12	:30	P4	4:46:03 PM DSCC IE			\$75.00
195660	06837967	1540	09/27/12	:30	P4	4:46:33 PM DSCC IE			\$75.00
195660	06837967	1540	09/26/12	:30	P4	4:30:52 PM DSCC IE			\$75.00

\$675.00
\$675.00

Line: 4

Time Period: 7a-8a

195660	06837967	1540	10/01/12	:30	P4	DSCC IE			\$20.00
195660	06837967	1540	09/26/12	:30	P4	DSCC IE			\$20.00
195660	06837967	1540	09/26/12	:30	P4	DSCC IE			\$20.00
195660	06837967	1540	09/27/12	:30	P4	DSCC IE			\$20.00
195660	06837967	1540	09/25/12	:30	P4	DSCC IE			\$20.00
195660	06837967	1540	09/28/12	:30	P4	DSCC IE			\$20.00
195660	06837967	1540	10/01/12	:30	P4	DSCC IE			\$20.00

\$120.00
\$120.00

Line: 5

Time Period: 10:00:00p-10:30:00p

195660	06837967	1540	09/25/12	:30	P4	10:16:42 PM DSCC IE			\$175.00
195660	06837967	1540	09/28/12	:30	P4	10:07:21 PM DSCC IE			\$175.00
195660	06837967	1540	09/27/12	:30	P4	10:16:12 PM DSCC IE			\$175.00
195660	06837967	1540	09/26/12	:30	P4	10:07:06 PM DSCC IE			\$175.00
195660	06837967	1540	10/01/12	:30	P4	10:16:42 PM DSCC IE			\$175.00

[Sorted by: Line]

Spot Manager: All, 09/25/12-10/01/12

Order	Alt Order #	Estimate #	Date	Length	Priority	Air Time	Product	Ad-ID	Rate
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Station: KASA

Advertiser: POL/DSCC IE

Agency: Great American Media

Line: 5

Time Period: 10:00:00p-10:30:00p

Line: 6

Time Period: 9p-930p

195660	06837967	1540	09/25/12	:30	P4	9:28:45 PM DSCC IE	\$500.00
195660	06837967	1540	09/27/12	:30	P4	9:29:30 PM DSCC IE	\$500.00
195660	06837967	1540	10/01/12	:30	P4	9:27:15 PM DSCC IE	\$500.00
195660	06837967	1540	09/28/12	:30	P4	9:27:45 PM DSCC IE	\$500.00
195660	06837967	1540	09/26/12	:30	P4	9:08:11 PM DSCC IE	\$500.00

\$2,500.00
\$2,500.00

Line: 7

Time Period: 930p-10p

195660	06837967	1540	09/28/12	:30	P4	9:48:27 PM DSCC IE	\$400.00
195660	06837967	1540	09/27/12	:30	P4	9:58:35 PM DSCC IE	\$400.00
195660	06837967	1540	10/01/12	:30	P4	9:56:50 PM DSCC IE	\$400.00
195660	06837967	1540	09/25/12	:30	P4	9:47:27 PM DSCC IE	\$400.00
195660	06837967	1540	09/26/12	:30	P4	9:48:12 PM DSCC IE	\$400.00

\$2,000.00
\$2,000.00

Line: 8

Time Period: 9p-930p

195660	06837967	1540	09/29/12	:30	P4	9:28:45 PM DSCC IE	\$350.00
195660	06837967	1540	09/29/12	:30	P4	9:46:42 PM DSCC IE	\$350.00

\$350.00
\$350.00

Line: 10

Time Period: 9p-930p

195660	06837967	1540	09/30/12	:30	P4	9:18:35 PM DSCC IE	\$500.00
195660	06837967	1540	09/30/12	:30	P4	9:58:20 PM DSCC IE	\$350.00

\$500.00
\$350.00

Line: 12

Time Period: 6p-7p

195660	06837967	1540	09/29/12	:30	P4	DSCC IE	\$150.00
195660	06837967	1540	09/25/12	:30	P3	7:39:46 PM DSCC IE	\$1,300.00

\$150.00
\$1,300.00

Line: 14

Time Period: 7p-8p

\$1,300.00

[Sorted by: Line]

Spot Manager: All, 09/25/12-10/01/12

Order	Alt Order #	Estimate #	Date	Length	Priority	Air Time	Product	Ad-ID	Rate
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Station: KASA

Advertiser: POL/DSCC IE

Agency: Great American Media

Line: 14

Time Period: 7p-8p

195660 06837967 1540

09/29/12

:30 P4

DSCC IE

\$400.00

\$400.00

Line: 15

Time Period: 7p-8p

195660 06837967 1540

09/29/12

:30 P4

DSCC IE

\$500.00

\$500.00

Line: 16

Time Period: (5:00:00 PM-8:00:00 PM)

195660 06837967 1540

09/29/12

:30 P5

DSCC IE

\$200.00

\$400.00

\$400.00

\$11,670.00

\$11,670.00

[Sorted by: Line]

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
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I, DAN MARGARET
do hereby request station time concerning the following issue:

DSCC-IE

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	AS		OROTATED		

Total Charges:

This broadcast time will be used by: DSCC-IE

<p>Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"</p> <p>Yes <input checked="" type="checkbox"/> No <input type="checkbox"/></p>

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

OSCC-16

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

MARTHA ACKENNA, Director, 430 S. CAPITAL ST SE
WASHINGTON DC 20003

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

Date: 4/22/12
Signature: [Signature]
Contact Phone Number: 202-538-8700

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted ☐ Accepted in Part ☐ Rejected

Signature _____ Printed Name _____ Title _____

AGREED UPON SCHEDULE

For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	AS			ORDERED	
Total Charges:					

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

(1) actual air time and charges for each spot;

(2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and

(3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.